

Business Idioms

LESSON 1

Negotiation(1)



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An advertisement for Easy Spirit shoes. The main headline reads: "After this demonstration, the floor wasn't in great shape. But her feet were." Below this, there are two columns of text. The left column says: "It takes an extremely supportive dress shoe to endure this kind of torture. Only Easy Spirit pumps feature the patented Easy Spirit suspension system: layers of shock-absorbing foam to cushion your feet from even the hardest surfaces. The result is classic, elegant". The right column says: "shoes that look like pumps, but feel like sneakers. Quality leathers and scuff-resistant heels keep them looking great. If we can do this with pumps, think how comfortable our casual shoes are. There's one to fit every occasion, and every foot. But maybe not quite every surface." The Easy Spirit logo is prominently displayed in the center. Below the logo, it says: "There really is a sneaker inside every shoe." In the bottom right corner, there is a small box containing the text: "LIFE MAGAZINE MARCH 1994 # 5".

After this demonstration,
the floor wasn't in great shape.
But her feet were.

It takes an extremely supportive dress shoe to endure this kind of torture. Only Easy Spirit pumps feature the patented Easy Spirit suspension system: layers of shock-absorbing foam to cushion your feet from even the hardest surfaces. The result is classic, elegant

shoes that look like pumps, but feel like sneakers. Quality leathers and scuff-resistant heels keep them looking great. If we can do this with pumps, think how comfortable our casual shoes are. There's one to fit every occasion, and every foot. But maybe not quite every surface.

Easy SPIRIT

There really is a sneaker inside every shoe.

LIFE MAGAZINE
MARCH 1994
5

back down

- to yield in one's position during negotiations, to not follow up on a threat

The government backed down on their threat to stop giving money to the school district.

back out (of something)

- to get out of an agreement, to fail to keep a promise

The property developer backed out of the plan to build the new city hall.

ball is in (someone's) court

- it is the decision of another person/group to do something

The ball was in the union's court after the company made their final offer.

draw up (something)

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